average picture and the watermark.

60. A watermarked picture, a sequence of pictures, a signal or data storage means containing a picture having a watermark embedded therein by a method according to any of Claims 1 to 33 or 45 to 51 or 64 to 71 or 80 or 81.

61. Apparatus or a computer program product arranged to perform a method according to any of Claims 1 to 59 or 62 to 81.

62. A method of decoding data in a picture signal comprising determining local mean values of picture samples corresponding to regions of the picture in which data is carried; comparing said local mean values to estimated or reference local mean values for said regions in the absence of the data, and determining a data value from the result of each comparison, wherein preferably the data value is determined from at least the sign of the difference between the determined local mean value and the estimated or reference local mean value.

63. A method of embedding data comprising a series of data values in a picture comprising a series of picture values characterised by defining a plurality of subsets of the picture values, one subset for each data value, and adding an adjustment factor to each picture value in each subset, a first component, preferably the magnitude, of each adjustment factor being a function of an estimate of the visibility of embedded data at the picture value location and being variable between the picture values of each subset, a second component, preferably the sign, of the adjustment factor being determined by the data value and being substantially constant for the picture values of each subset.

64. A method according to any of Claims 1 to 33 or 45 to 51 including generating the watermark by convolving a key with a repeated data sequence to produce a data-carrying watermark.